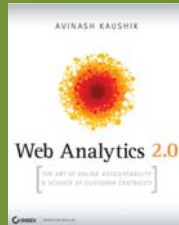
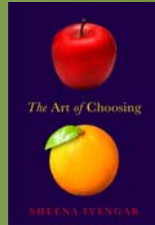


the art of... marketing

presented by  **BlackBerry**

Canada's Marketing & Innovation Conference

March 7th, 2011 | 9:00AM – 4:30PM
Metro Toronto Convention Centre



Guy **Kawasaki**
Creativity & Innovation

Jeffrey **Hayzlett**
Brand Strategy & Growth

Gary **Vaynerchuk**
Social Media & Word of Mouth Marketing

Dr. Sheena **Iyengar**
Consumer Behaviour & the Psychology of Choice

Avinash **Kaushik**
Brand Measurement: Metrics & Analytics

ABOUT...

Building on the success of the **SOLD OUT** national tour in 2010, this one day conference features five internationally renowned bestselling authors and leaders, who will share an exciting blend of cutting edge thinking and real world experience on today's most critical marketing issues. Don't miss out on your chance to gain competitive advantage and network with over 1,300 of Canada's most influential marketers.

WHY?

Developed to answer the questions currently facing your organization The Art of Marketing will provide a clearer understanding of how marketing has changed, what role it now plays in the buying decision, its impact on your business and ultimately how the consumer views, interacts and positions your brand in a crowded marketplace.

WHEN?

Monday, March 7th, 2011
9:00AM – 4:30PM

WHERE?

Metro Toronto Convention Centre
North Building – John Bassett Theatre
255 Front Street West
Toronto, Ontario M5V 2W6
416-585-8000
www.mtccc.com



AGENDA...

08:30AM	DOORS OPEN
09:00AM – 09:10AM	OPENING REMARKS
09:10AM – 10:10AM	GARY VAYNERCHUK
10:10AM – 10:30AM	NETWORKING BREAK
10:30AM – 11:45AM	JEFFREY HAYZLETT
11:45AM – 01:00PM	LUNCH
01:00PM – 02:00PM	AVINASH KAUSHIK
02:00PM – 03:00PM	SHEENA IYENGAR
03:00PM – 03:20PM	NETWORKING BREAK
03:20PM – 04:30PM	GUY KAWASAKI

Who Should **ATTEND...**

Account Executives
Advertising Coordinators
Advertising Directors
Advertising Managers
Art/Creative Directors
Brand Managers
Category Managers
Communications Coordinators

Communications Managers
Consultants
Digital Marketers
Direct Marketers
Directors of Marketing
Entrepreneurs
Marketing Analysts
Marketing Assistants

Marketing Coordinators
Marketing Managers
Marketing Representatives
Media Relations/Publicists
Online Marketers
Product Managers
V.P. Marketing
V.P. Business Development

What People Are **SAYING...**

"Fantastic Conference! I can't wait to incorporate the ideas and approaches presented. The speakers were amazing. Great, informative and motivational day."

*Cinnamon Cantwell – Marketing Manager,
The Economical Insurance*

"A fantastic presentation of excellence in marketing. Informative and well structured, I will value the information I absorbed and debate the thought provoking questions left at the end of the day."

*Melissa Prince - Communications Specialist,
STAPLES Advantage*

"One of the most valuable days I've spent in a long time!"

Bob Weeks – Vice President, ScoreGolf

"Insightful, relevant & interesting learning's from the change leaders & thought makers! Good selection of speakers & cultural observers."

Elizabeth Wetzel – Director Advertising Sales, Lavalife

"A tremendous opportunity to take a one day snap shot of great ideas in the areas of marketing, corporate and personal development"

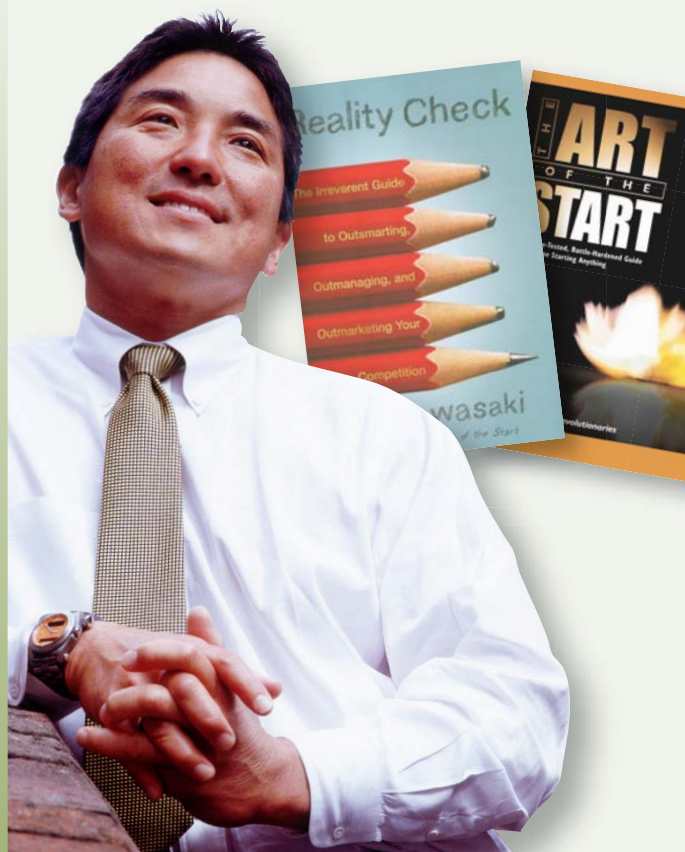
Dean McIntosh – Director Marketing, Hockey Canada

"The Art of Marketing was an event filled with inspirational speakers and ideas. Some of the industry's top talent shared their secrets of success and visions for the future – INVALUABLE!"

*Will Eagle – Sr. Digital Marketing Manager,
Scotiabank*

Featured **CLIENTS...**





Guy Kawasaki

Bestselling Author,
Reality Check & The Art of Start

Guy Kawasaki is the co-founder of Alltop.com, an "online magazine rack" of popular topics on the web, and a founding partner at Garage Technology Ventures. He is also a columnist for the Open Forum of American Express. Previously, he was the chief evangelist of Apple.

Mr. Kawasaki is the author of nine books including Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. His newest book, Enchantment: The Art of Changing Hearts, Minds, and Actions, is due for release in March 2011.

Guy Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Of his time with Apple Computer Inc., Mr. Kawasaki says, "When I saw what a Macintosh could do, the clouds parted and the angels started singing. For four years I evangelized Macintosh to software and hardware developers and led the charge against worldwide domination by IBM. I also met my wife Beth at Apple during this timeframe—Apple has been very good to me. Around 1987, my job with Apple was done. Macintosh had plenty of software by then, so I left to start a Macintosh database company called ACIUS. It published a product called 4th Dimension. I did this for two years and then left to pursue my bliss of writing, speaking, and consulting."

Mr. Kawasaki's in-depth knowledge of the high-tech industry combined with his years of management experience enable him to address a wide range of audiences. His particular strength is the ability to quickly understand diverse industries and incorporate his pre-existing knowledge into a highly relevant and customized speech. He routinely gets rave reviews from clients including trade associations, packaged goods companies, service providers, insurance companies, educational institutions, and technology companies. He has spoken for organizations including Nike, Audi, Wal-Mart, Sprint, Hewlett-Packard, IBM, Saturn, Stanford University, TIE, Calgary Flames, The Body Shop, MIT, Forbes, and Aveda.

Creativity & Innovation

WHAT YOU WILL LEARN...

- How to create new products and services by calling upon Guy's experience with Apple, as well as his study of dozens of world-class companies
- From competition to customer service, innovation to marketing, learn how to ignore fads and foolishness while sticking to commonsense practices
- How to influence what people will do while maintaining the highest standards of ethics
- The pillars of enchantment: likability, trustworthiness, and a great cause
- How to design a blueprint for competing with other organizations for customer attention, dollars, loyalty and effectively defeat competition
- How to position, pitch, brand, evangelize, build a team, and raise internal or external capital

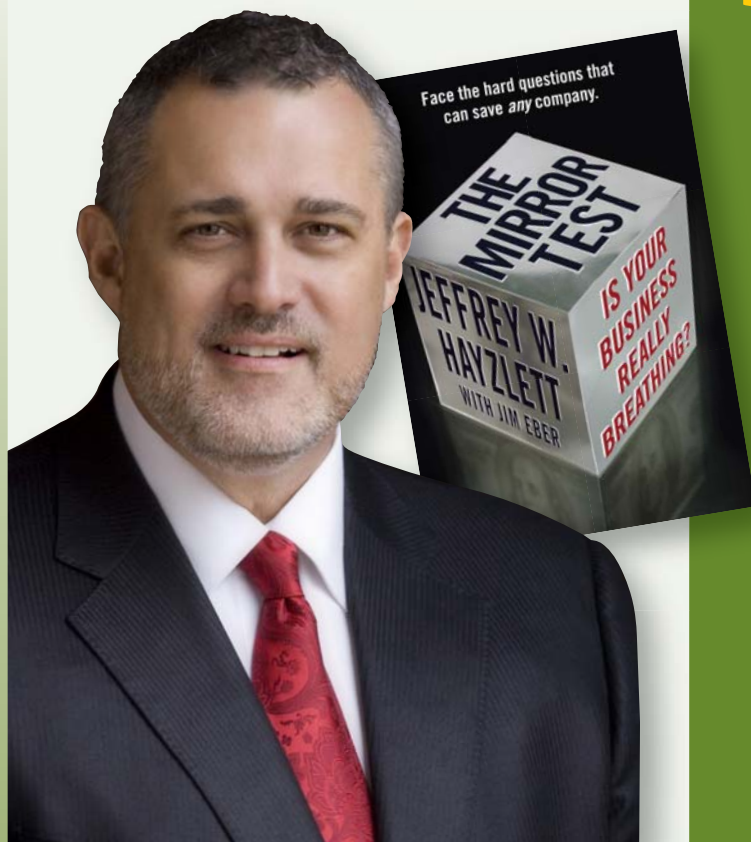


Release Date March 8, 2011

Enchantment:
The Art of Changing Hearts, Minds, and Actions

Whether you are an entrepreneur in a start-up company or a seasoned corporate executive, you will find Guy's business strategies right on the mark. Our top dealers were so impressed with Guy's presentation that we asked him back for a second session.

- Nancy Ellis, Audi of America



Brand Strategy & Growth

WHAT YOU WILL LEARN...

- How to give your business the mirror test - is your company really breathing?
- How to thoughtfully yet aggressively evaluate, deconstruct, and then reconstruct your business
- How you and your company must adapt...or die
- Why the bottom line of your business really is... your bottom line; and why you have to focus on it
- Why you need a 118: The new elevator pitch
- What to ask before jumping off on any new initiative or project
- Take the plunge and find out how social media can help you grow your business

Jeffrey Hayzlett

Former CMO, Eastman Kodak Company
& Bestselling Author, **The Mirror Test**

Jeffrey Hayzlett has been called a lot of things, most of them good. He has been described as a "CMO on steroids," who parlayed what he learned running his own businesses into his position as Kodak's CMO, where he helped revitalize one of the world's iconic brands.

At Kodak, Hayzlett helped to lead one of the biggest turnarounds in business history. Named by Forbes Magazine, as the "Celebrity CMO," for his numerous television and public appearances, he was responsible for the Kodak's worldwide marketing operations including the design and implementation of all marketing strategies, investments, policies, and processes. He led the company's efforts for Strategy and Planning, Marketing Programs, Marketing Network Operations, Brand Development and Management, Business Development, and Corporate Sponsorships. He was also responsible for the company's Corporate Communications, Public Relations and Public Affairs organizations.

Prior to joining Kodak, he led a private business development and public relations firm specializing in the technology and visual communications industries. He also held senior management positions in strategic business development and marketing at several companies, including Cenveo, Webprint, and Colorbus, Inc., and served in staff positions in the United States Senate and House of Representatives.

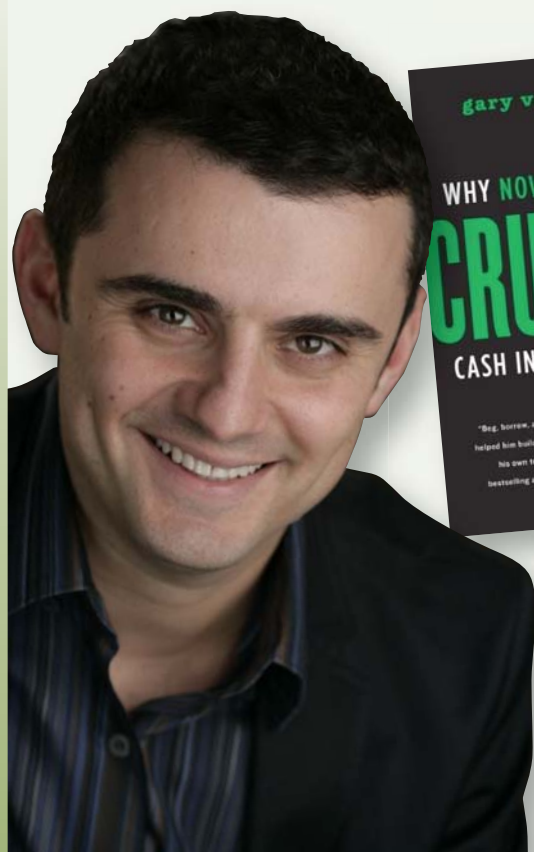
Hayzlett is the author of the bestselling book, *The Mirror Test*, and he speaks frequently around the world on business growth, communications, and marketing. He is cited as a leading marketing expert in numerous books, magazines, and newspapers worldwide, and is a frequent television guest and commentator, having appeared on shows including CNBC's *The Big Idea* with Donny Deutsch, Fox Business News, and NBC's *Celebrity Apprentice* with Donald Trump.

Hayzlett has received numerous global marketing and business awards and honors, including the Frost & Sullivan Lifetime Achievement Award for marketing. He was named "Business to Business Marketer of the Year" by BtoB Magazine and "Direct Marketer of the Year" by the University of Akron Taylor Institute for Direct Marketing. In 2008, Hayzlett was inducted into the College of Business Administration Direct Marketers Hall of Fame. In 2009, he was awarded the prestigious "G.D. Crain Jr. Award for Marketing Excellence" and inducted into the BMA Hall of Fame at the Business Marketing Association's annual conference. Previously, the U.S. Small Business Association named him "Entrepreneur of the Year."

Hayzlett currently sits on the Business Marketing Association (BMA) board of directors and is a past chairman of BMA. He is a member of the advisory board of the CMO Council, chairman of the Sales and Marketing Executives International (SMEI) Foundation for Marketing Education, a permanent trustee of the SMEI Academy of Achievement Sales and Marketing Hall of Fame, and a two-term past chairman of SMEI. He serves on Sales & Marketing Management Magazine's 2009 Editorial Advisory Board.

Hayzlett is a born leader, and understands what it takes to adapt and survive in the ever-changing business climate we live in. *THE MIRROR TEST* is a testament to what it takes to be a survivor, and thrive.

- Mark Burnett,
Emmy Award Winning Television Producer



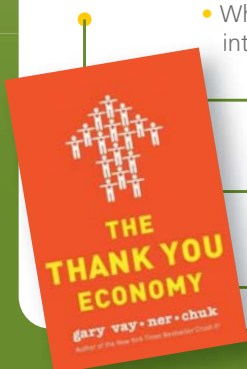
Social Media & Word of Mouth Marketing

WHAT YOU WILL LEARN...

- Why storytelling is the most important business concept in the current marketplace
- Why Twitter and Facebook are just tools and not a social media strategy
- How to take advantage of the half-billion dollars in advertising that are moving to the internet
- Why transparency and being true to yourself are now winning marketing formulas
- How to build and maintain an online community around your passion and brand strategies for turning eyeballs into money
- Why the legacy element of the internet era is so underrated

Release Date March 8, 2011

The Thank You Economy



Gary Vaynerchuk

New York Times Bestselling Author, **Crush It!**

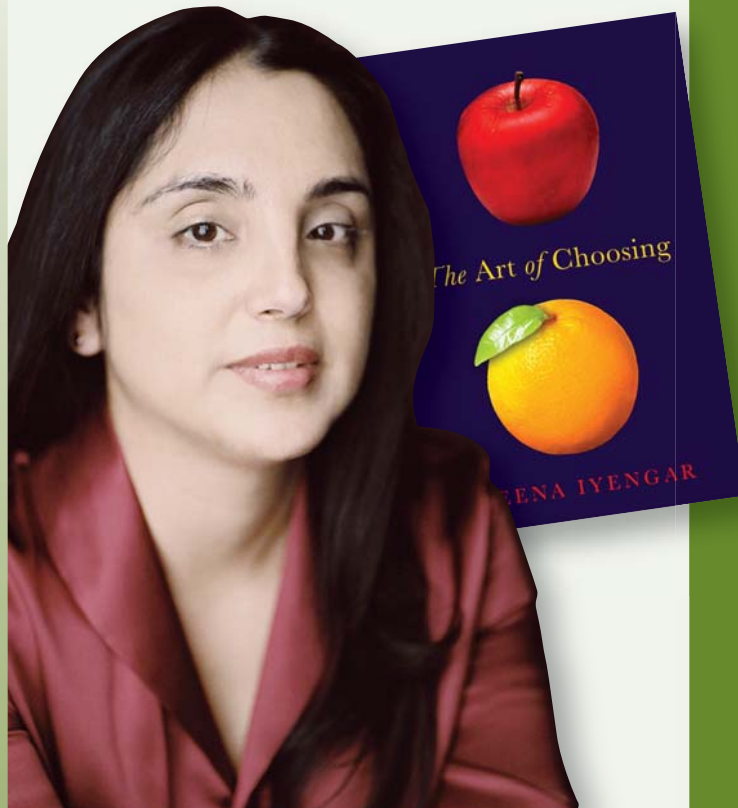
Online marketing trailblazer **Gary Vaynerchuk** (VAY NER CHUK) is a 33-year-old entrepreneur whose dual identity as both business guru and wine guy has made him known as the "Social Media Sommelier." A self-trained wine expert, he revolutionized the wine industry with his video blog, Wine Library TV (affectionately known as The Thunder Show), and grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to personal branding and business. While his youthful following broke down barriers in the wine industry, the business world (and Web 2.0) admired him for creating a new generation of branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter. As his viewership swelled to over 80,000 a day, and his family's wine business grew to over \$60 million a year, he made television appearances on *Late Night with Conan O'Brien*, *Ellen DeGeneres*, *NBC's Today Show*, *CNBC's Mad Money with Jim Cramer*, and *The Big Idea with Donny Deutsch*, was featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and has become a consultant for Fortune 100 companies, and a keynote speaker around the world.

In *CRUSH IT! Why NOW Is the Time to Cash In On Your Passion* (HarperStudio) he shares with business owners how they can boost sales using the internet. He shows audiences how to find their passion, then step by step how to turn it into a flourishing, monetized business. Vaynerchuk's speeches on personal branding, social media, and marketing at conferences such as FOWA, Strategic Profits, and South By Southwest have occasioned praise from established web denizens and earned him the admiration of countless bloggers and aspiring entrepreneurs. As the youngest winner of Marketwatch's Business Award at 27, as well as being named to "Silicon Alley 100" - *Silicon Alley Insider* - 2008 and "101 Most Influential People in New Jersey" - *New Jersey Monthly* - 2009, Vaynerchuk is an icon in his industry.

A sought after speaker, Vaynerchuk has given keynote speeches to a diverse group of organizations such as the Digital Marketing Mixer, Boston Wine Expo, Inman Real Estate Connect, Ramquest Users Group Conference, DeGustibus Cooking School, and the Disney Food and Wine Festival. He lives in New York City.

Gary is a force of nature. His authentic, raw passion and caring touches everyone. His insights into social media & his message of opportunity could not be more timely.

- Tony Robbins



Consumer Behaviour & the Psychology of Choice

WHAT YOU WILL LEARN...

- In an increasingly crowded and complex marketplace... How & why does your business stand out
- How do different people make decisions
- How can you use this knowledge to improve your business, your standing in business or your company's position in the business world
- Is managing your business, or your life, or your choices, really about more? Or has "more" become part of our problem
- The decision process, and the myriad influences that dictate everything from purchasing choices to career moves
- How advertising manipulates us through the illusion of choice

Dr. Sheena Iyengar

Columbia University Business Professor
& Bestselling Author, ***The Art of Choosing***

Sheena S. Iyengar is the inaugural S.T. Lee Professor of Business in the Management Division of the Columbia Business School. She has taught on a wide variety of topics at Columbia for MBA and Executive MBA students, including leadership, decision making, creativity, and globalization, earning an Innovation in the Teaching Curriculum award along the way. Dr. Iyengar was also recently selected by Columbia University's President's Office to teach at the Global Leadership Fellows Program at the World Economics Forum in Geneva, Switzerland.

One of the world's experts on choice, Dr. Iyengar received a dual degree from the University of Pennsylvania in 1992, consisting of a B.S. in Economics from the Wharton School of Business and a B.A. in psychology with a minor in English from the College of Arts and Sciences. In 1997 she completed her Ph.D. in social psychology from Stanford University. During her studies at Stanford, Dr. Iyengar became interested in how people make choices, particularly the importance and universality of choice in people's lives. Her dissertation, entitled "Choice and its Discontents," received the prestigious Best Dissertation Award for 1998 from the Society of Experimental Social Psychology.

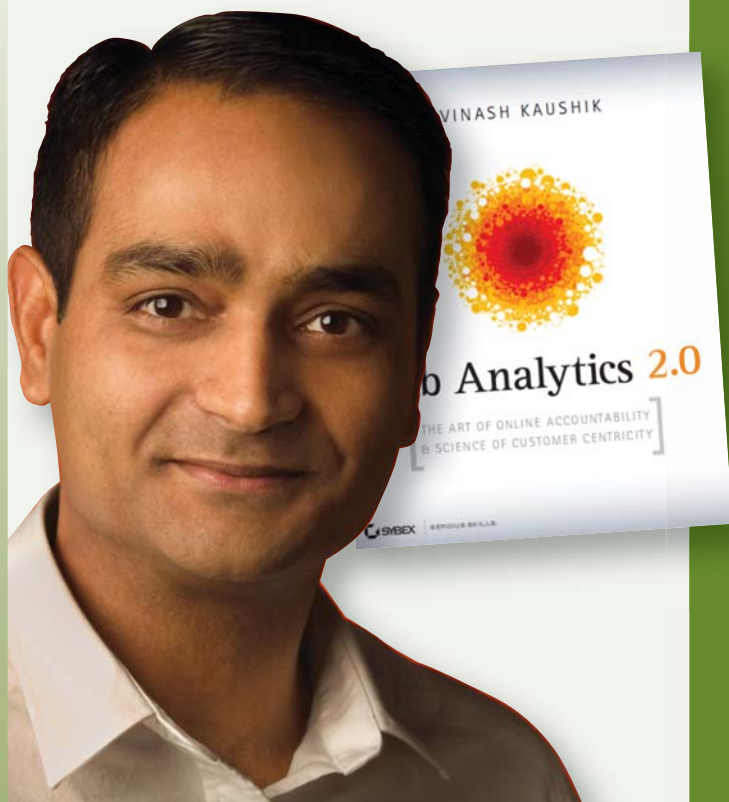
Dr. Iyengar's innovative research on choice has been funded by the National Science Foundation, the National Institute of mental Health, and the National Security Education Program. In 2002, she was awarded the Presidential Early Career Award for Social Scientists by the Executive Office of the President. Throughout her career, her research has not only appeared in many respected academic journals but is also regularly cited in the media, including periodicals such as Fortune and Time magazines, the New York Times, and the Wall Street Journal, on National Public Radio, and in popular books including Blink by Malcolm Gladwell and The Paradox of Choice by Barry Schwartz.

It is her passion for this subject matter that led Dr. Iyengar down the extraordinary path of writing *The Art of Choosing*. Whether mundane or life-altering, choices define us and shape our lives. In her book, Dr. Iyengar asks the difficult questions about how and why we choose: Is the desire for choice innate or bound by culture? Why do we sometimes choose against our best interests? How much control do we really have over what we choose? Dr. Iyengar's award-winning research reveals that the answers are surprising and profound. In our world of shifting political and cultural forces, technological revolution, and interconnected commerce, our decisions have far-reaching consequences.

Sheena Iyengar's parents immigrated to New York from Delhi, India by way of Toronto, Canada, where she was born. Her original introduction to New York was in Flushing, Queens, but she spent most of her childhood in Elmwood Park, New Jersey. Currently a resident of New York, Dr. Iyengar is married and has a five year old son.

“No one asks better questions, or comes up with more intriguing answers.”

- Malcolm Gladwell,
New York Times Bestselling Author



Brand Measurement: Metrics & Analytics

WHAT YOU WILL LEARN...

- How to become more data driven when it comes to your online marketing
- How to take the guessing out of what creative, image, offer, product will connect with your customers
- How the web empowers you to take risk, learn from your mistakes quickly, unearth your competitor's strengths and weaknesses, listen to your customers and understand their behaviour like never before
- How to change the way you think about online data
- How to revolutionize your company's digital existence

Avinash Kaushik

Bestselling Author,
Web Analytics 2.0 & Web Analytics: An Hour a Day

Avinash Kaushik is the co-Founder of Market Motive Inc and the Analytics Evangelist for Google.

Through his blog, Occam's Razor, and his best selling books, Web Analytics: An Hour A Day and Web Analytics 2.0, Avinash has become recognized as an authoritative voice on how marketers, executive teams and industry leaders can leverage data to fundamentally reinvent their digital existence.

Avinash puts a common sense framework around the often frenetic world of web analytics and combines that with the philosophy that investing in talented analysts is the key to long-term success. He passionately advocates customer centricity and leveraging bleeding edge competitive intelligence techniques.

Avinash has received rave reviews for bringing his energetic, inspiring, and practical insights to companies like Unilever, Dell, Time Warner, Vanguard, Porsche, and IBM, as well as delivering keynotes at a variety of global conferences, including Ad-Tech, Monaco Media Forum, iCitizen, JMP Innovators' Summit, MeasureUp and Web 2.0. He also lectures at major universities such as Stanford University, University of Virginia and University of Utah.

Avinash recently received the 2009 Statistical Advocate of the Year award from the American Statistical Association.

“Avinash is a brilliant strategist and is an expert in understanding how web analytics can be used to truly benefit a company. His ability to convey his philosophies with such enthusiasm make him a great speaker for any event.

- Fortune Interactive

GENERAL Admission...

This investment will give you access to an unparalleled gathering of marketing gurus with seating available on a first come, first seated basis.

PER ATTENDEE

\$399 plus GST

GROUP OFFER*

\$349 plus GST
Purchase 3 or more tickets
and **SAVE \$50** off the regular price*

VIP Pass...

Experience **The Art of Marketing** to its fullest! This exclusive investment allows you to fully maximize your experience and extract the most value and content from this unparalleled day of learning and networking.

Includes:

- Express VIP entrance
- Reserved premier seating in the first five rows
- Exclusive VIP lunch with access to select speakers
- An eco-friendly tote bag and personal spiral bound notebook
- Copies of featured best-selling books:

- ▶ Guy Kawasaki - **Enchantment**
- ▶ Jeffrey Hayzlett - **The Mirror Test**
- ▶ Gary Vaynerchuk - **The Thank You Economy**



PER ATTENDEE

\$599 plus GST

GROUP OFFER*

\$549 plus GST
Purchase 3 or more tickets
and **SAVE \$50** off the regular price*

GROUPS...

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Tickets must be purchased together to qualify for group pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact your "Art of..." representative today.



*Tickets must be purchased together to qualify for group pricing.

REGISTRATION FORM

March 7th, 2011 | 9:00AM – 4:30PM
Metro Toronto Convention Centre

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

PROVINCE/STATE

POSTAL/ZIP CODE

COUNTRY

EMAIL

TELEPHONE

HOW DID YOU HEAR ABOUT US?

PAYMENT OPTIONS

☐ CHEQUE* or MONEY ORDER

☐ MASTERCARD

☐ VISA

☐ AMERICAN EXPRESS

CREDITCARD NUMBER

EXPIRY

CARDHOLDERS NAME (PLEASE PRINT)

SIGNATURE

*Please make all cheques payable to The Art of Productions Inc.

PRICING

VIP Ticket(s) \$599 ea x _____ Ticket(s) = _____

Subtotal = _____

General Ticket(s) \$399 ea x _____ Ticket(s) = _____

HST (13%) = _____

TOTAL = _____

SAVE \$50
per ticket on
groups of 3
or more!

ADDITIONAL ATTENDEES Name(s)

Email

2 _____

3 _____

4 _____

5 _____

6 _____

CANCELLATION POLICY: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event.
PRIVACY POLICY: The Art of Productions Inc. is committed to protecting your privacy. Personal information collected will be used to fulfill ticket orders, provide information on our future events and publicize the names of client companies. The Art of Productions Inc. does not trade, rent or sell any personal information to third parties. If you wish to be removed from our database, please call 905.266.9800. For our full Privacy Policy and further information on the event please visit our website at www.theartofproductions.com. Event details may change without prior notice. ©2011 The Art of Productions Inc.

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